



1987 IBS National Convention

**March 20-22, 1987
New York Penta Hotel
7th Avenue & 33rd Street
New York City**

1987
IBS National Convention
Program



Friday Afternoon - March 20, 1987

All meeting rooms are on the Mezzanine level (just above the main lobby) unless otherwise indicated. Check hotel map(s) at the back of this booklet.

12Noon to 8:00 p.m.
Registration & Exhibits
Mezzanine

The place to pick-up your convention program, badges, etc. Then, visit exhibits by equipment suppliers, technical consultants, program syndicators, record companies, and more. Exhibits will also be open on Saturday to 6:00 p.m. A great place to meet people between sessions.

12Noon to 3:00 p.m.
Station and Studio Tours
various area locations

A limited number of IBS convention attendees are invited to tour several New York City area broadcast facilities. To sign-up, go to the IBS Convention Information desk in the Mezzanine area where you registered. Space is limited to a total of 15 people for each tour, with no more than 2 delegates from any one station on any one tour. It's up to you to provide transportation, usually by cab or subway, if not within walking distance. The tours fill-up fast, so sign-up early!

Friday Afternoon 1:30 - 2:55 p.m.

Registration & Exhibits
Mezzanine

Women in Broadcasting
Buffalo Room / Mezzanine level

Professional Program Directors' Panel
West Room - 2nd Mezzanine
Grand Ballroom level

Writing Scripts & Producing Programming for Fund\$
East Room - 2nd Mezzanine
Grand Ballroom level

1:30 to 2:55 p.m.

Women in Broadcasting
Buffalo Room - Mezzanine level

A discussion of the issues and situations women may encounter in both college and professional broadcasting. Discussion will focus on experiences students might have, can have, and should have, as well as ways to open closed doors and walk through them with confidence. Special emphasis will be on getting that right job for you.

Sharon Ann Rankins - *News Reporter, WIBX/WNYZ Utica, NY*
Betsy Guala - *Womens Affairs Director, WHUS(FM), Univ of Connecticut, Storrs*
Patty Galinski - *MJI Broadcasting, New York*
Moderator:
Elizabeth Schulenberg - *Freelance Copywriter/Air Personality/Consultant*

1:30 - 2:55 p.m.

Professional Program Directors' Panel
West Room - 2nd Mezzanine / Grand Ballroom level

A discussion featuring a cross-section of professional programmers on programming a commercial station, facing the realities of a competitive market, strategies and techniques.

Mark Chernoff - *Program Director, WNEW-FM, New York*
Joel Salkowitz - *Program Director, WQHT-FM, New York*
Gary Nolan - *Program Director, WLW-FM, New York*
Ken Carson - *Program Director, WHJY(FM), Providence, RI*

1:30 - 2:55 p.m.

Writing Scripts & Producing Programming for Fund\$
East Room - 2nd Mezzanine / Grand Ballroom level

Experienced grant writers, radio directors, producers and writers discuss tailoring scripts and programs to meet criteria of funding sources.

Dr. Gary DeFrancisco, - *Director, Grants Development, LaGuardia Community College (CUNY)*
Irwin Gonshak - *Writer/Producer, WNYE-FM, New York City*
Cindy Raabe - *Director/Producer, WNYE-FM, New York City*
Moderator:
Rod Collins - *IIBS Vice President, Programs; member, IIBS Board of Directors*

Friday Afternoon 3:00 - 4:25 p.m.

Registration & Exhibits
Mezzanine

Professional Music Directors' Panel
East Room - 2nd Mezzanine
Grand Ballroom level

Fundraising
West Room - 2nd Mezzanine
Grand Ballroom level

Radio & Record Company Relations
Washington Room

Long Form Production
Hartford Room - Mezzanine level

Radio News: Targeting Your Audience
Boston Room - Mezzanine level

Station Managers' Forum
Buffalo Room - Mezzanine level

**High School Station Advisors
Discussion Group**
St. Louis Room - Mezzanine level

3:00 to 4:25 p.m.

Professional Music Directors' Panel
East Room - 2nd Mezzanine/Grand Ballroom level

Music Directors from some of New York's leading stations discuss what they do and how they do it, including their roles at their stations in music selection, relationships with the record companies and with their Program Directors.

Andy Dean - *Music Director, WPLJ (Power 95), New York*
Bob Krane - *Music Director, WXRK (K-Rock), New York*

3:00 to 4:25 p.m.

Fundraising
West Room - 2nd Mezzanine/Grand Ballroom level

Each year, stations express an increasing interest in methods of generating funds from external sources to supplement funds received from student government or elsewhere within the school or college. This session will discuss some methods which have already proven successful and might be adapted to your situation. Also, some potential problems will be mentioned to help you avoid mistakes.

Andy Wandzilak - *WHUS (FM), University of Connecticut, Storrs*
Susan Davoudzadek - *Business Mgr, WUSB (FM), SUNY/Stony Brook, NY*

Friday Afternoon - continued

3:00 to 4:25 p.m.

Radio & Record Company Relations

Washington Room - Mezzanine level

For Music Directors who already have a good working relationship with record companies and who have an interest in the music business beyond the basics. We'll talk about the way things work at record companies besides the promotion departments, careers in the music industry, and perspectives on radio station and record company relationships.

Gerard Cosloy - Homestead Records

Tim Yasui - Capitol Records

Nan Fisher - MCA Records

Steve Gottlieb - TTV Records

Moderator:

Peter Gordon - Thirsty Ear Communications, New York

3:00 to 4:25 p.m.

Long Form Production

Hartford Room - Mezzanine level

Most production sessions deal with spot production and other short-form productions. Live music, dramatic productions, public affairs, and documentaries are among the kinds of programs considered long-form production and usually require more preparation and resources. A discussion of techniques, problems, and planning can help you get involved in this kind of production at your station.

Harry Minot - General Manager, WPKN, University of Bridgeport, Conn.

3:00 to 4:25 p.m.

Radio News: Targeting Your Audience

Boston Room - Mezzanine level

A discussion of ways to define your audience by their probable news interests and how to select, edit, write and "target" your news to appeal to those interests.

Jim Cameron - President, Cameron Communications; mbr IBS Bd of Directors
John Stempin - Anchor/Reporter, WEBR, Buffalo, NY

3:00 p.m. to 4:25 p.m.

Station Managers' Forum

Buffalo Room - Mezzanine level

Student Station Managers have a unique first-hand understanding of the problems of managing a student-staffed station. In this session, managers from a number of stations share their experiences, ideas, problems and possible solutions, as they may relate to your own situation. There'll be an opportunity to discuss your station's problems as well.

Hal Cox - Station Mgr. WUSC-FM, Univ of South Carolina, Columbia

Kathleen Eaton - Station Mgr. WIVT(FM), Virginia Tech, Blacksburg, VA

Joel Nash - Station Mgr. WRAS(FM), Georgia State Univ, Atlanta

Christopher Clark - Station Mgr. WCDL(FM), SL NY/Albany, NY

Moderator:

Howard Rosenbaum - Station Mgr./Faculty Adv. WTTG (FM), Cazenovia College

3:00 to 4:25 p.m.
High School Station Advisors
Discussion Group
St. Louis Room - Mezzanine level

Sharing of thoughts, ideas, problems and solutions among people who share a similar but unique role: advisor to a high school radio station.

Andy Kenen - Faculty Advisor, WKHR, Kenston High School, Chagrin Falls, OH
Dave Spurrier - Faculty Advisor, WHSS, Hamilton High School, Hamilton, OH
John Lopiccolo - South Carolina Scholastic Broadcasters Association
Moderator:
Jack DeMasi - Faculty Advisor, WKWZ, Syosset High School, Syosset, NY

Friday Afternoon - 4:30 to 6:00 p.m.

New Music Programming

*East Room - 2nd Mezzanine
Grand Ballroom level*

FCC Questions & Answers

*West Room - 2nd Mezzanine
Grand Ballroom level*

Station Training Programs

Washington Room - Mezzanine level

Audition Tapes & Resumes

Hartford Room - Mezzanine level

Studio Maintenance and Design

Boston Room - Mezzanine level

Publishing a Station Program Guide

Buffalo Room - Mezzanine

The Emergency Broadcast System - (EBS)

St. Louis Room - Mezzanine level

Station Relations

With Your School & Community

Hudson/Sutton Suite - first floor (take elevator)

Frank De Vol: The Music Business

Town Room - first floor (take elevator)

4:30 to 6:00 p.m.

New Music Programming
East Room - 2nd Mezzanine / Grand Ballroom level

Ideas to help rescue your station from stagnation of the radio dial. How and why to choose a New Music format. What to do once you've decided to go this way. How to "educate" rather than alienate your staff and your audience.

John Cloud - *Intl Music/PR Dir, Student Radio Foreningen, Uppsala, Sweden*
Sherry Hood - *Promotions Director, Thirsty Ear Communications*
Mark Lo - *Former Program Director, WRPI, Rensselaer Polytech*
Moderator:
Andy Zipfel - *Creative Services, MTV Networks, New York*

Friday Afternoon - continued

4:30 to 6:00 p.m.

FCC Questions & Answers

West Room - 2nd Mezzanine/Grand Ballroom level

Because of their complexity and almost constant change, the FCC rules and regulations applicable to noncommercial FM stations are an area of continuing confusion for many stations. In this informal session, we'll try to answer your questions and explain some of the more commonly misunderstood areas of the rules. Allen Myers has helped many school and college radio stations with FCC-related questions covering a broad range of areas.

Allen Myers - Senior Broadcast Analyst, FM Branch, Audio Services Div, FCC

4:30 to 6:00 p.m.

Station Training Programs

Washington Room - Mezzanine level

A good training program will help insure that all the good work you're doing at your station will be carried on. It can help new staff people to learn what's going on and how things are done. It can help lay the foundation for the continuity often missing in college radio. Also discussed will be the passing on of information to new department heads by those being replaced and avoiding the constant necessity to learn how to "re-invent the wheel".

Terry Nolan - Training Director, WHUS (FM), Univ of Connecticut, Storrs

Paige Brodsky - Chief Announcer, WUSC (FM), Univ of South Carolina, Columbia

Mike Rose - Program Director, WRPI, Rensselaer Polytech

Neil Cantor - Ass't Training & Dev Dir, WRBB (FM), Northeastern Univ, Boston

Moderator:

John Murphy - General Mgr, WHUS (FM), Univ of Conn; IBS Board of Directors

4:30 to 6:00 p.m.

Audition Tapes & Resumes

Hartford Room - Mezzanine level

Getting your first job in radio can often depend on luck, contacts and having an effective demo tape and resume. This session will cover the basics of audition tapes and resumes, along with discussion of both good and bad examples.

Susan Berkley - Executive Director/Pgmg-Shadow Traffic; Howard Stern Show; Broadcast Instructor

Jim Cameron - President, Cameron Communications; member, IBS Board of Directors

Thom O'hair - Program Director, KALX, Calif State U/Berkeley; member, IBS Board of Directors; President, ICHI'BON'ICHI O'hair Productions

4:30 to 6:00 p.m.

Studio Maintenance and Design
Boston Room - Mezzanine level

Once you've got good equipment, you've got to maintain it. That's not as difficult as it may sound. With regular preventive maintenance, you can make sure your equipment gets all of the attention it needs to keep going for years. Also, if you're in the process of building new studios or re-building existing facilities, this session may help in covering areas such as basic planning, equipment, wiring, trouble-shooting, documentation, etc. Avoid mistakes by learning from those who've already been through it.

James Glantz - *Chief Engineer, WHUS (FM), Univ of Connecticut, Storrs*
Frank Burgert - *Chief Engineer, WUSB(FM), SUNY/Stony Brook, NY*
Harry Bous - *Chief Engineer, WUSC(FM), Univ of South Carolina, Columbia*
Andy Lovell - *VP, Bcst Installations-Radio Systems, Edgemont, PA*
Moderator:
Ludwell Sibley - *IBS Engineering Staff*

4:30 to 6:00 p.m.

Publishing a Station Program Guide
Buffalo Room - Mezzanine

An increasing number of school and college radio stations have seen a program guide as a promotional tool, revenue generator, and image builder for their station. This session will discuss the benefits and problems associated with publishing a program guide and how to do one for your station.

Trish Valter-Koch - *WUSB-FM, SUNY/Stony Brook, NY*
Adam Kolesar - *Promotions Dir, WUSC-FM, Univ of South Carolina*
Andy Wandzilak - *Promotions Dir, WHUS-FM, Univ of Conn, Storrs*
Moderator:
Rick Koch - *WUSB-FM, SUNY/Stony Brook*

4:30 to 6:00 p.m.

The Emergency Broadcast System - (EBS)
St Louis Room - Mezzanine level

EBS means a lot more than weekly test announcements. The system has been used for warnings of natural disasters, severe weather, etc. in addition to its more well-known role in national defense. EBS requirements still puzzle a lot of station people, however. This session will try to clear up the requirements, discuss the concept of participating and non-participating stations, the differences for 10-watt stations, etc. Tom and Andy are among the most knowledgeable people in the country on the subject and can clear up any questions you may have.

Tom Gibson - *Chief Engr, WVYC-FM, York College of PA, IBS Engineering Staff*
Andy Moore - *Chief Engineer, WVOC Radio, Columbia, SC*
1987 IBS National Convention Chairman

Friday Afternoon continued

4:30 to 6:00 p.m.

Station Relations With Your School & Community

Hudson/Sutton Suite - first floor (take elevator)

Your station license carries with it the obligation to serve your community. And, in all probability, your school or college is the licensee of your station. So, whether you (or they) like it or not, they are ultimately responsible for its operation and programming. How much do they understand of what you're doing? What lines of communications exist between the station, the school or college administrators or trustees and the community you're licensed to serve? Would they support the station if problems came up? Or would they be tempted to replace an "alternative" student-station with a professionally-staffed "public" station? How can you create understanding and support before a crisis?

Jeff Walker - Operations Mgr, WRAS(FM), Georgia State Univ, Atlanta

Rick Leigh - Ass't Professor, Georgetown College, Georgetown, KY

4:30 to 6:00 p.m.

Frank De Vol: The Music Business

Town Room - first floor (take elevator)

You may remember Frank De Vol as "Happy Kyne" - the bandleader on "Fernwood Tonight" a series which satirized the formulaTV talk shows. But, he's an internationally-known composer/arranger/conductor/comedy actor. At Columbia and Capitol Records, he worked with such legendary performers as Ray Charles, Tony Bennett, Bing Crosby, Nat Cole, Marty Robbins, Ella Fitzgerald, Peggy Lee, and Helen O'Connell. He did the music for countless TV shows and series including The Brady Bunch, My Three Sons, and Family Affair. Nominated for an Oscar 5 times, his music has been featured in some 50 motion pictures. Here's an opportunity to meet and talk with Frank De Vol as he shares some of the experience he's gained in the music business. Introduction by Paul Brown, one of the first people in record promotion to recognize the potential of college radio.

Frank De Vol - Composer/Arranger/Conductor/Comedy Actor

Introduction:

Paul Brown - Record Promotion; member, IBS Board of Directors

6:00 - 7:30 p.m.

Dinner Break - On Your Own

There are a number of restaurants in the New York Penta and even more within a few blocks walking distance of the hotel. You can find virtually any kind of food, in any kind of price range from informal and (relatively) inexpensive (fast food and deli) to formal and quite expensive. We'll try to include some suggestions in the information you received at registration. Remember, sessions resume at 7:30 p.m.

Friday Evening - 7:30-9:00 p.m.

Press Conference: Hoodoo Gurus
Gold Ballroom - 3rd Mezzanine level

Careers in Broadcasting
East Room - 2nd Mezzanine
Grand Ballroom level

New Programs in Production
West Room - 2nd Mezzanine
Grand Ballroom level

Using Your SCA Subchannels
Hartford Room - Mezzanine level

Carrier-Current: Rules and Basic Coverage
Boston Room - Mezzanine level

Station Budgets and Finances
Buffalo Room - Mezzanine level

**High School Stations' Workshop:
Running a High School Station**
St. Louis Room - Mezzanine level

7:30 p.m.

Press Conference: Hoodoo Gurus
Gold Ballroom - 3rd Mezzanine level

7:30 to 9:00 p.m.

Careers in Broadcasting
East Room - 2nd Mezzanine/Grand Ballroom level

Thinking about the future? Want a career in broadcasting? Competition is likely to be tough but those who plan ahead could have an edge. Those who are already there can help. . . . especially when they came from college radio.

Phil Fougere - *News Reporter, WESO/WQVR, Southbridge, Mass.*
Susan Berkley - *Exec Dir/Programming-Shadow Traffic; Howard Stern Show; Broadcasting Instructor*
Paul Benenati - *Creative Services Coordinator, WNSR, New York*
Pat Cantwell - *Account Executive, WHN, New York*
Gary Dell'Abate - *Producer, Howard Stern Show - WXRK (K-Rock), New York*
Leslie Leventman - *VP, Administration, MTV Networks, NY*
Moderator:
Glenn Lucas - *Sales Mgr, WICE-AM, Providence, RI - IBS Convention Staff*

Friday Evening continued

7:30 to 9:00 p.m.

New Programs in Production

West Room - 2nd Mezzanine / Grand Ballroom level

College and independent producers illustrate and discuss their work, survey program purpose, content and production problems in "live" and recorded music productions, dramatic programs and public affairs broadcasts.

Matthew Rosenberg - Program Director, WESU-FM, Wesleyan University, Middletown, CT; Producer: "The Living Edge" featuring "live" rock performances
Tucker Parsons - Co-Director, Co-Producer, Co-Writer: "RADIOARCADE"
Helen Thorington - President, New Radio and Performing Arts
Producer: "New American Radio" public affairs series.

Moderator:

Rod Collins - IBS Vice-President, Programs; member, IBS Board of Directors

7:30 to 9:00 p.m.

Using Your SCA Subchannels

Hartford Room - Mezzanine level

Subsidiary Communications Authorizations have often been overlooked by FM licensees. An SCA can be a valuable tool and can be a money maker for stations.

Richard Crompton - President, LPB, Inc., Frazer, PA

Paul McLane - Sales Engineer, Radio Systems, Edgemont, PA

Moderator:

Tom Gibson - Chief Engr, WVYC (FM), York College of PA: IBS Engineering Staff

7:30 to 9:00 p.m.

Carrier-Current: Rules and Basic Coverage

Boston Room - Mezzanine level

A discussion of the technical rules governing carrier-current station operations, how to estimate coverage and how to maximize basic coverage within the desired area(s). Panelists include a member of the IBS engineering staff and representatives of the two major companies manufacturing and marketing carrier-current transmitting equipment.

Charles Sheridan - LPB, Inc, Frazer, PA

Dan Braverman - President, Radio Systems, Edgemont, PA

Moderator:

Ludwell Sibley - IBS Engineering Staff

7:30 to 9:00 p.m.

Station Budgets & Finances

Buffalo Room - Mezzanine level

There's more to station budgets than simply finding money to spend, although that's certainly quite important in itself. But, you've also got to plan and keep track of its spending. If all of this sounds easy, you're probably either doing it wrong, or you've been to this session at a previous IBS National Convention. If anyone knows how to squeeze a dollar, it is certainly the Treasurer of IBS, a champion of college radio budgets and a legend among student government finance committees.

Fritz Kass - Treasurer, IBS; member - IBS Board of Directors

7:30 to 9:00 p.m.

**High School Stations Workshop:
Running a High School Station
St Louis Room - Mezzanine level**

A session for those who program, operate and staff high school radio stations.

Rustin Morse - *Station Manager, WKWZ, Syosset, NY*

David Preisman - *Program Director, WKWZ, Syosset, NY*

Gary Rosenblum - *Sports Director, WKWZ, Syosset, NY*

Friday Evening - after 9:00 p.m.

Clubs

By special arrangement, the following clubs are offering free admission with your IBS Convention badge tonight (Friday) and tomorrow (Saturday) for IBS Convention attendees 21 and over - you must have an ID. For more information, performance times, etc., call the clubs directly.

Cat Club

76 East 13th St.

(between 4th and Broadway)

505-0090

Friday Night: VIGIL (Chrysalis)

C.B.G.B.'s

315 Bowery

(at Bleeker St.)

473-7443

Friday Night: Crying Out Loud, Jing, Neighbors & Allies

also visit CBGB's Records & Tapes for indy, unusual and rare audio finds at 436 E. 9th St, between Avenue A and 1st St. - phone 254-3955.

4D Club

605 West 55th St.

(between 11th and 12th Aves.)

247-0612

Friday Night: Billboard Award-winning Club DJ: Scotty Blackwell; continuous live stage entertainment.

The Speakeasy

107 MacDougal St.

(between 6th & Bleeker)

598-9670

Friday Night: John Herald Band; Cliff Eberhardt Band

Tramps

125 East 15th St.

(between 3rd & Irving)

254-2956

Friday Night: Kristi Rose & the Dying Breed; Surreal McCoys

Other Activities

Other activities are often planned at the last minute. Check the exhibit & registration area on the Mezzanine level. We'll also have any updated information posted on the IBS National Convention channel 6 on your hotel TV set. Tune-in also for segments produced by school and college stations from throughout the country and all kinds of video put together by Thom O'hair.

Although you may not be thinking about it right now. . . sessions begin at 9:00 a.m. tomorrow morning. You might want to get together with people from your station tonight, look over the schedule, and decide who'll go to which sessions tomorrow. Of course, you could always get up early and do it then. Right.

Saturday Morning - 9:00-10:25 a.m.

Exhibits & Registration

Mezzanine

College Radio Program Directors' Forum

*East Room - 2nd Mezzanine
Grand Ballroom level*

Professional Station Promotions Panel

*West Room - 2nd Mezzanine
Grand Ballroom level*

Internships

Hartford Room - Mezzanine level

Local News: Vocal Delivery & Style

Boston Room - Mezzanine level

Remote Broadcasts & the Telephone Companies

Buffalo Room - Mezzanine level

High School Stations' Workshop:

News & Public Affairs

St. Louis Room - Mezzanine level

For Professionals Only:

Survival Skills & Resources for Managers

Hudson Suite - first floor (take elevator)

Passing the Torch: Station Continuity

Town Room - first floor (take elevator)

9:00 a.m. to 6:00 p.m.

Exhibits & Registration

Mezzanine

The place to pick-up your convention program, badges, etc. Then, visit exhibits by equipment suppliers, technical consultants, program syndicators, record companies, and more. Exhibits are open to 6:00 p.m. A great place to meet between sessions, during the lunch break, etc.

9:00 to 10:25 a.m.

College Radio Program Directors Forum

East Room - 2nd Mezzanine/Grand Ballroom level

A forum for the exchange of information and ideas. Among topics likely to be discussed are whether to format, what to format, how to format, selection of music, selection of air people, working with the Music Director and more.

Dean LaPenta - *Operations Manager, WHUS (FM), Univ of Connecticut, Storrs*

Steve Miller - *Station Manager, WUSB (FM), SUNY/Stony Brook, NY*

Mark Daniels - *Station Manager, WPTS(FM), University of Pittsburgh*

Harlan Wolper - *Program Director, WRIU(AM), Univ of Rhode Island*

John Cloud - *Gen Mgr/Pgm Dir, KSSB(FM), Calif State Univ/San Bernardino*

Moderator:

Thom O'hair - *Program Director, KALX, U of Calif/Berkeley;
member, IBS Board of Directors*

9:00 to 10:25 a.m.

Professional Station Promotions Panel
West Room - 2nd Mezzanine / Grand Ballroom level

Promotions play an important part in grabbing audience share and defining station image in any market. Here, a group of true professionals representing some of the top stations in the New York metropolitan market discuss what they do, how they do it, and how they got there.

*Al Reinoso - Advertising & Promotion Administrator, WPLJ(FM), New York
Paul Benenati - Creative Services Coordinator, WNSR(FM), New York
Aileen Krikoryan - Assistant Promotion Manager, WNEW-FM, New York
Moderator:
Amy Schneider - Promotions Director, WHTZ(FM), Seacaucus, NJ*

9:00 to 10:25 a.m.

Internships
Hartford Room - Mezzanine level

Arranging for an internship program and making sure both the student and the broadcaster or company benefit. What kinds of things to look for to insure the internship is a meaningful one and not just a menial one where little is learned. How to approach broadcasters and others in setting up an internship. How to work with your faculty on the program.

*Elizabeth Schulenberg - Freelance Copywriter/Air Personality/Consultant,
Lori Blumenthal - National Director, College Promotion, IRS Records*

9:00 to 10:25 a.m.

Local News: Vocal Delivery & Style
Boston Room - Mezzanine level

Your vocal delivery and the style of your newscasts will most often be determined by the music format of your station. This session discusses the various styles of newscasts and appropriate vocal delivery; how to achieve the best presentation under varied circumstances.

*John Stempin - Anchor/Reporter, WEHR, Buffalo, NY
Jim Cameron - President, Cameron Communications;
member, IBS Board of Directors*

9:00 to 10:25 a.m.

Remote Broadcasts & the Telephone Companies
Buffalo Room - Mezzanine level

One of the results of the AT&T breakup has been the restructuring and re-pricing of broadcast program lines. For some stations, this has meant a substantial increase in operating costs for remote broadcasts and for studio/transmitter lines. These changes are discussed and explained as are ways to reduce your program line dependence and/or costs. Also, using dial-up telephones for regularly-scheduled and special remote broadcasts; equipment requirements, etc.

Ludwell Sibley - IBS Engineering Staff

Saturday Morning continued

9:00 to 10:25 a.m.

High School Stations Workshop:

News & Public Affairs

St. Louis Room - Mezzanine level

News and public affairs programming presents some unique problems and opportunities for high school stations. This session will discuss how to make these kinds of programs work for you.

Stephen Roithe - *News Director, WKWZ, Syosset, New York*

Marsha Ferziger - *Public Affairs Director, WKWZ, Syosset, New York*

9:00 to 10:25 a.m.

For Professionals Only:

Survival Skills & Resources for Managers

Hudson Suite - first floor (take elevator)

The first of several workshops designed to address the special needs and interests of full-time professionals at university and/or community licensed radio stations. Panelists will explore various ways to maintain continuity of operations in a changing environment, how to motivate yourself (and others) when the going gets rough and how to function effectively in your role when you may be the only full-timer at your station. Representatives from organizations that serve noncommercial radio will be on hand to discuss how stations can take advantage of the resources available to them.

Thom O'hair - *Program Dir, KALX(FM), Univ of Cal/Berkeley; IBS Bd of Directors*

Greg Adamo - *General Mgr, WSIA(FM), College of Staten Island, NY*

Nat Phillips - *President, Radio Resources Network; mbr, IBS Board of Directors*

Pat Watkins - *Dir of Training & Development, NFCB*

Moderator:

John Murphy - *Gen Mgr, WHUS(FM), Univ of Conn; mbr, IBS Board of Directors*

9:00 to 10:25 a.m.

Passing the Torch: Station Continuity

Town Room - first floor (take elevator)

A back-to-basics program on taking over executive positions and re-organizing college stations. Special attention paid to station structure, budgeting, organizational systems, formatting, inventories, physical overhauls, college relations and staff motivation.

Kerry Fosher - *General Manager, WKNH(FM), Keene State College, Keene, NH*

Michael Plante - *Station Manager, WKNH(FM)*

Roberta Kessler - *Advisor, WKNH(FM)*

Saturday Morning - 10:30 a.m. - 12 Noon

Exhibits & Registration
Mezzanine

Careers in Non-Broadcast Communications
East Room - 2nd Mezzanine
Grand Ballroom level

Production Techniques
West Room - 2nd Mezzanine
Grand Ballroom level

Sports Broadcasting
Washington Room - Mezzanine level

College Music Directors' Forum
Hartford Room - Mezzanine level

Advertising Sales
Boston Room - Mezzanine level

Problems of 10-watt & other Small Stations
Buffalo Room - Mezzanine level

Owning Your Own Station
St. Louis Room - Mezzanine level

Faculty Advisors Forum
Hudson Suite - first floor (take elevator)

Carrier-Current Fundamentals
Sutton Suite - first floor (take elevator)

Interviewing Workshop
Town Room - first floor (take elevator)

FCC Questions & Answers
Empire B - first floor (take elevator)

Exhibits & Registration

Mezzanine

The place to pick-up your convention program, badges, etc. Then, visit exhibits by equipment suppliers, technical consultants, program syndicators, record companies, and more. Exhibits are open to 6:00 p.m. A great place to meet between sessions, during the lunch break, etc.

10:30 a.m. - 12 Noon

Careers in Non-Broadcast Communications
East Room - 2nd Mezzanine / Grand Ballroom level

The options open for careers in communications extend well beyond the broadcast industry itself. This session will explore and discuss some of these career alternatives, particularly in light of developing technology and the changing regulatory climate.

Rick Askoff - Associate, Communications & Corporate Law Depts
Skadden, Arps, Slate, Meagher & Flom, Chicago

Dorothy Gray - Mademoiselle Magazine

William R. Malone - Attorney-at-Law, Washington, DC

Moderator:

Diana Ades - Manager, Special Events, MTV Networks, New York

Saturday Morning continued

10:30 a.m. - 12 Noon

Production Techniques

West Room - 2nd Mezzanine / Grand Ballroom level

Production involves much more than just the ability to run a studio console. This session will discuss studio production techniques and the planning, writing, editing and interviewing aspects of production work vital for success.

Chip Chapman - Sales Representative, Syracuse Newchannels
Don Gosselin - Production Director, WHJY(FM), Providence, RI

10:30 a.m. to 12 Noon

Sports Broadcasting

Washington Room - Mezzanine level

Sports broadcasts can generate great interest, (and often financial support), for school and college stations and provide valuable experience as well. Our stations are carrying everything from women's volleyball to major college football. This session will discuss planning and programming sports broadcasts, including some of the most common mistakes and how to avoid them.

Dave Cohen - Sports Director, WRAS(FM), Georgia State Univ, Atlanta

Dave Vallone - Sports Director, WUSB(FM), SUNY/Stony Brook, NY

Michael Lippman - Sports Reporter, United Stations Radio Networks

10:30 a.m. to 12 Noon

College Music Directors Forum

Hartford Room - Mezzanine level

A forum for the exchange of ideas and information by and for those involved with music programming and record company relations.

Patty Pisula - Music Dir, WPTS(FM), Univ of Pittsburgh

Kevin Kraynick - Music Dtr, WHUS(FM), Univ of Connecticut, Storrs

Wendy Hawkes - Music Dir, WUSB(FM), SUNY/Stony Brook, NY

John VanCitters - Music Dir, WUSC(FM), U of South Carolina, Columbia

Moderator:

Marc Fink - Former Station Mgr., WUSC(FM), Univ of South Carolina, Columbia

10:30 a.m. to 12 Noon

Advertising Sales

Boston Room - Mezzanine level

Revenue generated from the sale of advertising time will become more important for carrier-current and cable stations as budgets become tighter and expenses get higher. Even noncommercial stations can now sell time to non-profit organizations (other than political parties). In this basic session, we'll talk about setting up a sales department, getting the forms, contracts, affidavits, etc., together; selling to local, regional and national accounts; tips on presentations, copywriting, account service and more.

Pat Cantwell - Account Executive, WHN, New York

Glenn Lucas - Sales Manager, WICE, Providence, RI

10:30 a.m. - 12 Noon

Problems of 10-watt & Other Small Stations
Buffalo Room - Mezzanine level

In spite of the FCC's efforts to the contrary, there are still a large number of 10-watt FM stations who've decided to remain at 10-watts rather than seek a power increase. The problems faced by these and other small stations are often very different from those of larger noncommercial FM's, with usually larger budgets and staffs, and from carrier-current and cable stations which can generate advertising revenues, though they may reach a more limited audience. This session is designed as an open exchange of ideas, problems, and information especially for those who program and operate 10-watt and other small stations.

Rod Collins - *IBS VP, Programs, member IBS Board of Directors*
Dr. Robert Greene - *Cazenovia College, Cazenovia, NY*

10:30 a.m. to 12 Noon

Owning Your Own Station
St. Louis Room - Mezzanine level

A lot of college radio people would like to someday own their own radio station. After all, you're convinced you can do things better than those who already do. This session will discuss things from a practical point of view, including initial considerations, problems and prospects. It may be more possible than you think.

Ed Perry - *Educational FM Associates, Duxbury, Mass.*
Robert A. Kramer - *President, Ridgely Communications, Columbia, SC*

10:30 a.m. to 12 Noon

Faculty Advisors Forum
Hudson Suite - first floor (take elevator)

Faculty Advisors occupy a unique position at school and college radio stations, navigating that fine line between the often differing attitudes, tastes and interests of administrators, students, and the community. Perhaps the special kinds of rewards and frustrations involved can only be fully understood by one who holds a similar position elsewhere. In this informal forum, we'll be sharing information, ideas, problems and solutions covering a broad range of topics.

Howard Rosenbaum - *Str Mgr/Faculty Advisor, WITC(FM), Cazenovia College*
John Murphy - *Gen Mgr., WHUS(FM), Uof Conn; member, IBS Board of Directors Moderator*
Dr. John Lopiccolo - *Faculty Advisor, WUSC(FM), Univ of South Carolina*

10:30 a.m. to 12 Noon

Carrier-Current Fundamentals
Sutton Suite - first floor (take elevator)

Getting a carrier-current system to work properly is a bit more complex than taking it out of the box and plugging it in. In this session, we'll discuss ways to help you make your station sound its best.

Ludwell Sibley - *IBS Engineering Staff*

Saturday Morning continued

10:30 a.m. to 12 Noon

Interviewing Workshop

Town Room - first floor (take elevator)

Doing a good interview is more difficult than it usually seems. It requires thorough preparation, more than passing knowledge of the person and/or topic involved, the ability to phrase questions intelligently, and most important, the ability to listen. This session discusses the basics along with some practical techniques.

Jamie Talan Prussin - *Science Writer, Newsday*

10:30 to 12 Noon

FCC Questions & Answers

Empire B - first floor (take elevator)

Because of their complexity and almost constant change, the FCC rules and regulations applicable to noncommercial FM stations are an area of continuing confusion for many stations. In this informal session, we'll try to answer your questions and explain some of the more commonly misunderstood areas of the rules. Allen Myers has helped many school and college radio stations with FCC-related questions covering a broad range of areas.

Allen Myers - *Senior Broadcast Analyst, FM Branch, Audio Services Div, FCC*

Saturday Afternoon - March 21, 1986

12 Noon to 1:30 p.m.

Lunch Break - On Your Own

Just enough time to find a place for lunch in the hotel or nearby. You might want to check the list included with the information you received at registration. There are plenty of restaurants within a few blocks of the hotel. Remember, sessions resume at 1:30 p.m., so be back by then.

Saturday Afternoon - 1:30-2:55 p.m.

The Record Company Forum
Gold Ballroom - 3rd Mezzanine level

Setting An Obscenity Policy For Your Station
West Room - 2nd Mezzanine
Grand Ballroom level

Getting or Improving Your FM Signal - Part I
Washington Room - Mezzanine level

1:30 to 2:55 p.m.

The Record Company Forum
Gold Ballroom - 3rd Mezzanine level

Always one of the most popular sessions at the IBS Convention, this panel features representatives from those record companies attending the convention, all in one place at one time. Likely topics will include station service, feedback, playlists, promotional cooperation, station/company relationships and more. This is *not* the appropriate place to discuss individual station service problems, so please try to keep your questions more applicable to school or college stations as a whole, or maybe one type of station, for example, 100-watt FM's. Remember that some of the record company reps will be approachable individually during the weekend, between sessions, on the exhibit floor, or elsewhere at the convention. The list of participants shown below reflects only those confirmed when this schedule was printed and is subject to probable last-minute additions and other changes.

Moderator:

Norman Prusslin - *Chairman of the Board, IBS;*

General Manager, WUSB(FM), SUNY/Stony Brook, NY

Mike Mena - *A&M Records*

Eric Hodges - *Atco Records*

Jackie Tesman - *Atlantic Records*

Tim Yasui - *Capitol Records*

Michelle Block - *CBS Records*

Bud Pirolo - *Dark Records*

Lori Blumenthal - *IRS Records*

Bill Dumas - *Vinyl Siding Records*

Todd Bisson - *Virgin Records*

....and more to be announced

1:30 to 2:55 p.m.

Setting An Obscenity Policy For Your Station

West Room - 2nd Mezzanine/Grand Ballroom level

Recent FCC inquiries have called attention to the need for all school and college radio stations to formulate their own policies and procedures dealing with controversial "adult" language and subject matter. While the FCC rules may seem to leave some room for differing interpretations, there are practical considerations which may outweigh ultimate matters of principle in some instances. Included will be a brief review of the Commission's current policies and rules, case histories, and elements to consider in drafting your own station's policy.

William R. Malone - *Attorney-at-Law, Washington, DC*

John Murphy - *General Mgr, WHUS (FM), Univ of Conn; IBS Bd of Directors*

Thom O' hair - *Pgm Dir, KALX(FM), Univ of Cal/Berkeley; IBS Bd of Directors*

Saturday Afternoon continued

1:30 to 2:55 p.m.

Getting or Improving Your FM Signal - Part I

Washington Room - Mezzanine level

A session for those planning to apply for a new FM station or for a power increase for an existing station. This session will review the applicable FCC rules, procedures, forms, recent changes, TV channel 6 protection requirements, etc.

Richard Crompton - President, LPB, Inc., Frazer, PA

Andy Lovell - VP, Broadcast Installations, Radio Systems, Edgemont, PA

Tom Gibson - IBS Engineering Staff; Chief Engr, WVYC (FM), York College

Moderator:

Ed Perry - Educational FM Associates, Duxbury, MA

Saturday - 3:00-4:25 p.m.

On-Air Personalities Panel

East Room - 2nd Mezzanine

Grand Ballroom level

College Station Promotions Panel

West Room - 2nd Mezzanine

Grand Ballroom level

Getting or Improving Your FM Signal - Part II

Washington Room - Mezzanine level

Rock Is Dead: The New Folk Revival

Hartford Room - Mezzanine level

Goal Setting & Long Range Planning

Boston Room - Mezzanine level

Being Interviewed For Your First Job

Buffalo Room - Mezzanine level

Using Networks & Wire Services

St. Louis Room - Mezzanine level

For Professionals & Student Managers:

Networking Stations for Regional Development

Hudson Suite - first floor (take elevator)

Using Microcomputers At Your Station

Empire B - first floor (take elevator)

3:00 to 4:25 p.m.

On-Air Personalities Panel

East Room - 2nd Mezzanine/Grand Ballroom level

On-air personalities are alive and well in New York City and elsewhere. With many outlets playing similar music, the differences are more often becoming found in the air personalities. Rather than trying to blend-in and take second place to the music, they are each distinctive performers attracting listeners on their own. It's not as easy as they make it sound and not everyone can do it successfully. Our panel of professionals will share their experiences, opinions and ideas with you.

Dick Bartley - Host, "Solid Gold Saturday Night" - United Stations Radio Network

Ross Brittain - Z-Morning Zoo Personality, WHTZ(FM), Z-100, New York

Gary Dell'Abate - Producer, Howard Stern Show, WXRK(FM) - K-Rock, New York

Steve Harris - Morning Personality - WPLX(FM), New York

Edye Tarbox - On-Air Personality, VH-1/Video Hits One

3:00 to 4:25 p.m.

College Station Promotions Panel

West Room - 2nd Mezzanine/Grand Ballroom level

Andi Stepnick - Promotions Director, WUVT(FM), Virginia Tech, Blacksburg

Terry Nolan - Promotions Director, WHUS(FM), Univ of Connecticut, Storrs

Buddy Costa - Promotions Director, WVUA, Univ of Alabama, Tuscaloosa

Ginny McCracken - Promotions Director, WKDU(FM), Drexel Univ, Philadelphia

Samuel Murray - Promotions Director, WCDB(FM), SUNY/Albany, NY

Moderator:

Karen Glauber - National Director, Special Projects, A&M Records

3:00 to 4:25 p.m.

Getting or Improving Your FM Signal - Part II

Washington Room - Mezzanine level

A continuation of the 1:30 p.m. workshop for those planning to apply for a new FM station or for a power increase for an existing station. This session offers a further review of the applicable FCC rules, procedures, forms, recent changes, TV channel 6 protection requirements, etc.

Richard Crompton - President, LPB, Inc., Frazer, PA

Andy Lovell - VP, Broadcast Installations, Radio Systems, Edgemont, PA

Tom Gibson - IBS Engineering Staff; Chief Engr, WVYC (FM), York College

Moderator:

Ed Perry - Educational FM Associates, Duxbury, MA

3:00 - 4:25 p.m.

Rock Is Dead: The New Folk Revival

Hartford Room - Mezzanine level

Can folk return in the late 80's as a commercial force? People from each facet of the commercial folk community - radio, promotion, performance, booking, and writing - will discuss the future of folk. Will it be nostalgic, traditional or fresh and topical?

Dave Guard - original member: The Kingston Trio

Andy Dunkley - Rockpool

Joe Brown - Venture Booking

Jordi Herold - Promoter, Iron Horse, Northampton, Mass.

Vin Scelsa - Air Personality, WXRK (K-Rock), New York

Lauren Agnelli - Musician, The Washington Squares

Bruce Jay Paskow - Musician, The Washington Squares

Moderator:

Tom Goodkind - The Washington Squares

Saturday Afternoon continued

3:00 to 4:25 p.m.
Goal Setting & Long Range Planning
Boston Room - Mezzanine level

Why does your station exist? Who do you serve and how? Where do you see your station in the next year? 2 years? 5 years? 10 years? Many projects just can't be completed within a single semester or academic year. This session discusses possible goals to target, how to identify them for your station, and how to reach these goals in a steady progression.

Glenn Lucas - Sales Manager, WICE, Providence, RI
Rick Askoff - Associate, Communications & Corporate Law
Skadden, Arps, Slate, Meagher & Flom - Chicago
Neil Cantor - Ass't Training & Dev. Dir, WRBB(FM), Northeastern Univ, Boston
Dr. Gary Christiansen - Faculty Advisor, WFSE-FM, Edinboro UofPennsylvania

3:00 to 4:25 p.m.
Being Interviewed for that First Job
Buffalo Room - Mezzanine level

Getting your first job often depends heavily on your job interview. This session covers essential elements including appearance, your resume, your knowledge of the company's business, and more. Examples of good and bad interviews will be shown and discussed.

Laura Bellotti - Account Executive, WCZK, Poughkeepsie
Will Robedee - Station Manager, WRNP, SUNY/New Paltz, NY
Jessica Theisen
Dr. Robert Greene - Cazenovia College, Cazenovia, NY

3:00 to 4:25 p.m.
Using Network & Wire Services
St. Louis Room - Mezzanine level

A discussion of the network audio and wire services available and how they can be used at your station. Both of these resources have undergone important changes within the past several years. This means additional choices tailored to fit your own needs including formatted newscasts, actualities, special reports, feature material and more. Whether you already use a network and/or wire service or are thinking about it, this session can help.

Moderator:
Jim Cameron - President, Cameron Communications;
member, IBS Board of Directors
various network representatives

3:00 to 4:30 p.m.

**For Professionals & Student Managers:
Networking Stations for Regional Development**

Hudson Suite - first floor (take elevator)

An exploration of methods for networking professional staff of noncommercial radio stations. The focus of this session will be on defining areas for cooperation and linkage, and the minimizing of competition in nonprogramming matters. We'll also talk about how regional activities including conferences can benefit your station and noncommercial radio as a whole in your area.

Thom O'hair - *Program Dir, KALX(FM), U of Cal/Berkeley; IBS Board of Directors*
Greg Adamo - *General Manager, WSIA(FM), College of Staten Island, NY*

Moderator:

John Murphy - *General Mgr, WHUS(FM), Univ of Conn; IBS Board of Directors*

3:00 to 4:25 p.m.

Using Microcomputers at Your Station

Empire B - first floor (take elevator)

Technological breakthroughs, higher volume, and low-cost compatibles have put the personal computer within the budget range of many school and college radio stations. Their uses include everything from cataloging your record library, doing your logs, donor solicitation and tracking, and routine letter-writing, creation of promotional literature, program guides, etc. Outside companies provide access to electronic mail, large informational databases, including those specializing in news/journalism, music, technical, and a whole range of goods and services. This session takes a look at typical station applications for computers and provides some practical information on how to put them to use for you. A chance to share ideas, programs, and applications.

Nat Phillips - *President, Radio Resources Network; mbr, IBS Bd of Directors*
Frank Burgert - *Chief Engineer, WUSB(FM), SUNY/Stony Brook, NY*



Friday Afternoon - 4:30 to 6:00 p.m.

Underwriting *East Room - 2nd Mezzanine
Grand Ballroom level*

Jazz Programming Panel
*West Room - 2nd Mezzanine
Grand Ballroom level*

The Future of Radio
Washington Room - Mezzanine level

Local News & Newswriting
Hartford Room - Mezzanine level

Minorities in Broadcasting
Boston Room - Mezzanine level

Program Syndication
Buffalo Room - Mezzanine level

Carrier-Current: Making It Work
St. Louis Room - Mezzanine level

Carrier-Current Sales & Promotions
Sutton Suite - first floor (take elevator)

Resume Workshop
Town Room - first floor (take elevator)

4:30 to 6:00 p.m.

Underwriting
East Room - 2nd Mezzanine/Grand Ballroom level

Each year, stations express an increasing interest in methods of generating funds from external sources to supplement funds received from student government or elsewhere within the school or college. Liberalization of FCC rules has heightened interest still further. This panel will discuss some methods which have already proven successful and might be adapted to your situation. Also, some potential problems will be mentioned to help you avoid mistakes.

Mike Keith - Director of Radio/TV, Dean Jr College, Franklin, Mass.
Doc Pelzel - Station Supervisor, KFJC(FM), Foothill Community College,
Los Altos Hills, CA

4:30 to 6:00 p.m.

Jazz Programming Panel
West Room - 2nd Mezzanine/Grand Ballroom level

Jazz can be a strong programming attraction for college radio stations. It's one of America's original art forms and virtually ignored by most commercial stations. This session discusses the importance of jazz and how to improve your station's jazz programming.

Turk Van Lake - WSIA(FM), College of Staten Island, NY

Susan Levin - Manhattan Records

Garry Walker - Jazz DJ, WBGO (FM), Newark, NJ

John Murphy - General Mgr, WHUS(FM), Univ of Conn; mbr, IBS Bd of Directors
Moderator:

Greg Adamo - General Mgr, WSIA (FM), College of Staten Island, NY

4:30 to 6:00 p.m.

The Future of Radio

Washington Room - Mezzanine level

The medium of radio has experienced monumental changes over the course of the past several years. From ownership to programming, from research to technology to economics, the foundations of radio have changed in ways not witnessed since the inception of the aural medium. Our panel of radio "philosophers" will offer some possible scenarios for the future. They invite your comments as to how you feel college and noncommercial radio will affect and be affected by these developments.

Vin Scelsa - *Air Personality, WXRK(FM), New York*

Wayne Robins - *Pop Music Critic, Newsday*

Moderator:

Norm Prussin - *General Mgr, WUSB(FM), SUNY/Stony Brook, NY*

Chairman, IBS Board of Directors

4:30 to 6:00 p.m.

Local News & Newswriting

Hartford Room - Mezzanine level

The importance of local news, especially since FCC de-regulation. The basics of local news reporting; how to work a "beat", how to deal with local officials and townspeople, how to write local stories so they don't sound too provincial, and how to tie local stories to national stories.

A common complaint by broadcasters about those seeking jobs in news is that they don't know how to write. This session will also cover some of the basics, some common mistakes, and some suggestions about how to write news for the ear instead of the eye. Also, how to avoid cliches, like those often found in many of these session descriptions.

John Stempin - *WEBR, Buffalo, NY*

Sharon Ann Rankins - *News Reporter, WIBX/WNYZ, Utica, NY*

Doug Bell - *WGSM, Huntington, NY*

Moderator:

Paul James - *News Director, WPLX(FM), New York*

4:30 to 6:00 p.m.

Minorities in Broadcasting

Boston Room - Mezzanine level

Free form discussion with several minority broadcasters. Participants are invited to ask questions and exchange ideas on strategies for minority involvement in the broadcast industry.

Moderator:

Nat Phillips - *President, Radio Resources Network;*

member, IBS Board of Directors

additional panelists to be announced

4:30 to 6:00 p.m.
Program Syndication
Buffalo Room - Mezzanine level

Syndicated programs are being used by a number of school and college stations to supplement programming they produce themselves. This is a look at what kinds of syndicated product to look for, how it can be utilized at your station. Also to be discussed is the possibility of producing programs for syndication to others.

Jon Fox - *New Programs*
Mike DeRosa - *Information Pgm Dir, WHUS(FM), Univ of Connecticut*

4:30 to 6:00 p.m.
Carrier-Current: Making it Work
St. Louis Room - Mezzanine level

Ask most engineering/technical types about carrier-current and you'll probably get a blank stare in response, since few outside of college radio are familiar with this transmission method. That's not the case here, however. In this session, a member of the IBS Engineering Staff and representatives from both major manufacturers of carrier-current transmitting equipment discuss ways to help you make your carrier-current station sound its best. Practical information on designing, installing, and trouble-shooting your carrier-current system - in other words, making it work.

Dan Braverman - *President, Radio Systems, Edgemont, PA*
Charles Sheridan - *LPB, Inc., Frazer, PA*
Moderator:
Ludwell Sibley - *IBS Engineering Staff*

4:30 to 6:00 p.m.
Carrier-Current Sales & Promotions
Sutton Suite - first floor (take elevator)

Many carrier-current stations have discovered that advertising sales are often dependent on how well the station is promoted. Find out more about this direct relationship and what techniques could work for your station.

Harlan Wolper - *AM Program Director, WRIU, Univ of Rhode Island, Kingston*

4:30 to 6:00 p.m.
Resume Workshop
Town Room - first floor (take elevator)

Your resume serves to summarize who and what you are to a potential employer. In this informal, personal and practical workshop, we'll take a look at the specifics involved - what to include, what to leave out, length, style, format, and more.

Chip Chapman - *Sales Representative, Syracuse Newchannels*
Don Gosselin - *Production Director, WHJY(FM), Providence, RI*
Moderator:
Elizabeth Schulenberg - *Freelance Copywriter/Air Personality/Consultant*

Saturday Night - On Your Own

Club Activities

By special arrangement, the following clubs are offering free admission with your IBS Convention badge tonight (Saturday) for IBS Convention attendees 21 and over - you must have an ID. For more information, performance times etc., call the clubs directly.

Cat Club

76 East 13th St.
(between 4th and Broadway)
505-0090

Saturday Night: Live Entertainment

C.B.G.B.'s

315 Bowery
(at Bleeker St.)
473-7443

Saturday Night: Marsha Armatege, Feline Territories, Tongues On Fire, Swamp Thing
also visit CBGB's Records & Tapes for indy, unusual and rare audio finds at
436 E. 9th St, between Avenue A and 1st St. - phone 254-3955.

4D Club

605 West 55th St.
(between 11th and 12th Aves.)
247-0612

Saturday Night: Billboard Award-winning Club DJ: Scotty Blackwell; continuous live stage entertainment.

The Speakeasy

107 MacDougal St.
(between 6th & Bleeker)
598-9670

Saturday Night: John Herald Band; Cliff Eberhardt Band

Tramps

125 East 15th St.
(between 3rd & Irving)
254-2956

Saturday Night: Kristi Rose & the Dying Breed; Surreal McCoys

Other Ideas.....

New York is packed with places to go for all kinds of musical and personal tastes and interests. Look over the ads in the papers, not only the NY Times, Daily News and NY Post, but also the Village Voice, New York Magazine, etc. which you'll find on the local newsstands.

Informal Discussion Rooms

For those who'll be around the hotel during the evening, we've informally designated a number of rooms for those of similar interests who may want to just hang out and talk. We don't know who'll be there, if anyone, but it's a way of helping people of similar interests get together on your own.

Music:

Hudson Suite - 1st floor

News:

St. Louis Room - Mezzanine

Engineering/Technical:

Buffalo Room - Mezzanine

High School Stations:

Empire B - 1st floor

Professional/Faculty:

Town Room - 1st floor

Managers:

Boston Room - Mezzanine

Program Directors:

Sutton Suite - 1st floor

Open House - Mezzanine Area

Later in the evening, once the exhibits have been taken down, the mezzanine area will be available as an "open house" area for those who want to gather and party (within reason). We'll try to supply some music or maybe one or more of you will supply a boom box or two.

Other Activities

Other activities are often planned at the last minute. Check the exhibit & registration area on the Mezzanine level. We'll also have any updated information posted on the IBS National Convention channel 6 on your hotel TV set. Tune-in also for segments produced by school and college stations from throughout the country and all kinds of video put together by Thom O'hair.

Sunday Morning, March 22, 1987

10:00 a.m. to 12 Noon

Convention Feedback

Location will be posted on the IBS Office Door - International Room - Mezzanine

Unfortunately, the pace of the convention ties up most of the IBS staff people for most of the weekend and doesn't give us nearly the amount of time we'd like to just talk with station people, except on the run. This session gives us the chance to talk with you in a somewhat more relaxed setting. And it gives you a chance to meet some of the IBS staff, including those who planned the convention, to voice your opinions, ideas and suggestions, what you liked and didn't like, what you'd like to see more of or less of, and any other thoughts that might help make next year's convention an even better one.

12 Noon

Convention Ends - Hotel Check -Out

Thanks.....

Putting together a convention of this size and scope takes an incredibly large effort on the part of a surprising number of people. And, probably like the staff at your station, most of our people serve on a voluntary basis, putting in long hours just because they believe in what they're doing. Frankly, it's their volunteer efforts that help us keep our registration fees as reasonable as they are. While we recognize that our kind of convention is directly dependent upon those who attend for its success, we thought you should know the names of those who put together this year's event:

Convention Chairman:

Club Coordinators:

News Sessions:

Engineering Sessions:

Practice Job Interviews:

Professional Sessions:

High School Sessions:

WIBS Cable Station:

Andy Moore

Diana Ades

Andy Zipfel

Jim Cameron

Ludwell Sibley

Dr. Robert Greene

John Murphy

Jack DeMasi

Thom O'hair

Nat Phillips

Greg Adamo

Operational Staff:

Greg Adamo

Rick Askoff

Georgianna Askoff

Paul Brown

Chip Chapman

Rod Collins

Sue Collins

Roddy Collins

Bill Collins

Marc Fink

Dick Gelgauda

Tom Goodkind

Don Gosselin

Tom Gibson

Dorothy Gray

Fritz Kass

Glenn Lucas

Mary O'Brien

Jamie Talan Prussin

Sharon Ann Rankins

Jay Rosen

Elizabeth Schulenberg

IBS President:

Jeff Tellis

Chairman of the Board:

Norman Prussin

On-Site volunteer staffing provided by:

WHCL- Lehman College , Bronx, NY

WUSB-SUNY/StonyBrook

WHCS-Hunter College, New York

WSIA-College of Staten Island

Special Thanks to:

Dave Guard

Frank De Vol

Allen Myers

NY Convention & Visitors Bureau

Crazy Eddie

Metropolitan Transportation Authority

William R. Malone

WVOC, Columbia, SC

MTV Networks

NY Penta Hotel

... and to all those who demonstrated their interest and support for school and college radio by participating as speakers, exhibitors and staff.

*With continued thanks to Dr. George Abraham and David W. Borst
who started it all in the first place.*

Exhibitors

The exhibit area is located on the Mezzanine level, one floor above the main lobby, adjacent to our Convention Registration desk. Just take the escalators up from the main lobby and you're there. Exhibits will be open all day on both Friday and Saturday. In addition, you'll find representatives from a number of the exhibiting companies participating as speakers and panelists in sessions scheduled throughout the weekend.

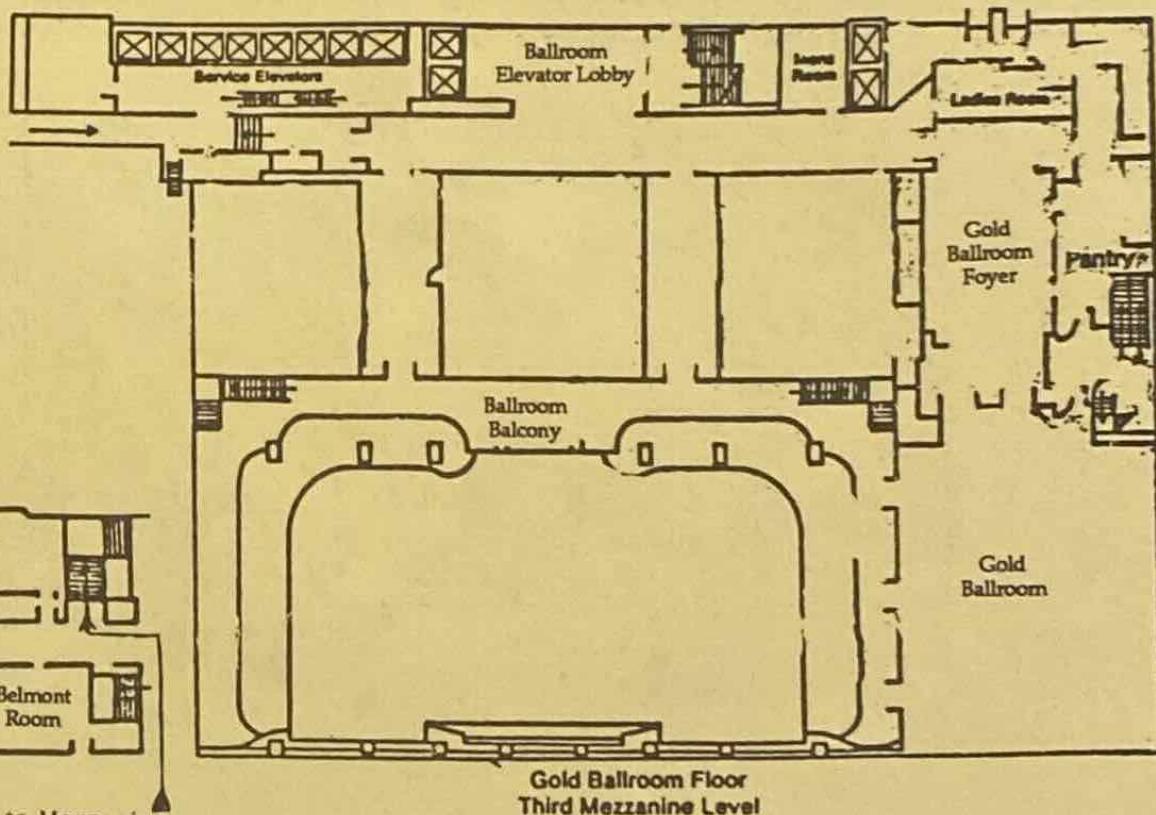
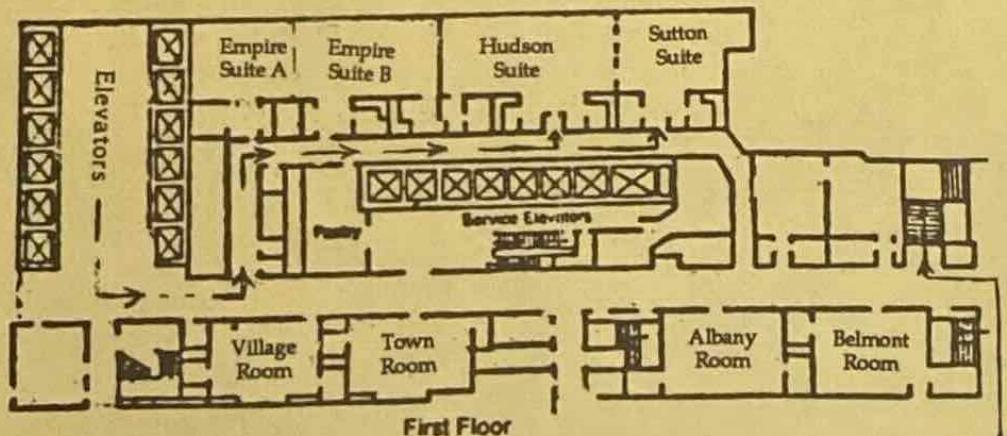
These companies have demonstrated their interest in school and college radio by their attendance and participation at this convention. They welcome your interest in their products and services. Among our exhibitors:

A&M Records
Atlantic/Atco Records
Black Park Records
CBS Records
CMJ/New Music Report
Dark Records
Educational FM Associates
Elektra Records
Howe Technical Corporation, Inc.
IRS Records
LPB, Inc.
NECAA-T's
New Programs
Pyramid International Records
Radio Systems, Inc.
Relativity/Combat Records
Road RunnerMusic
Rockpool
Sports Caster Camps of America
Timberwolfe Productions
Virgin Records
Vusic Express, Ltd.

A number of additional companies are expected to participate as exhibitors, but, like many of our stations, their plans were made at the last minute and we were unable to confirm their attendance before publication. However, their support and participation are equally welcome and appreciated.

IBS

INTERCOLLEGiate
BROADCASTING
SYSTEM



New York Penta Hotel

